

IN THE TITLE:

Please REPLACE the Title at page 1, lines 1 and 2, with the following rewritten Title:

–INFORMATION SEARCH SYSTEM, METHOD AND PROGRAM FOR USER
SPECIFICATION OF RESULT RANKING CALCULATION–

IN THE SPECIFICATION:

The specification as amended below with replacement paragraphs shows added text with underlining and deleted text with ~~striketrough~~.

Please AMEND the paragraph beginning at page 2, line 6, as follows:

The matching degree calculated by the search engine is not, however, invariably coincident with a user's matching degree between the search condition and the searched information. Hence, practically, the information more suited to the user might exist at the ~~exit~~ end of the list presented. It is therefore required that if searching the information extremely important to the user by making use of the conventional search engine, the search condition be set comparatively broad and all pieces of information searched be examined in ~~details~~ detail.

Please AMEND the paragraph beginning at page 55, line 22, as follows:

The target terminal displaying this customer list page 50, when a record of data about one of the members entered in the area 51 is selected (~~clicked-double~~ clicked by the mouse), transmits information showing the selected record of data to the control unit 11. Then, when receiving this item of information (step S507; others), the control unit 11 displays in step S508 on the target terminal a customer detail page 60 showing, as shown in FIG. 20, in-depth desired property conditions of the member whose data have been selected.

Please AMEND the paragraph beginning at page 56, line 4, as follows:

Note that an a "CONTACT CUSTOMER" button 63 provided on this customer detail page 60 is pressed by the agent when delivering a promotion mail (that is, an E-mail in principle and a mail on cellular phone, as the case may be) to the corresponding customer. A "pad comment to customer" button 62 is pressed by the agent when padding a comment into the promotion mail delivered to the corresponding customer. Further, an "at-once promotion button" 53 provided on the customer list page 50 is pressed by the agent when delivering the promotion mail to the customer with an at-once promotion check box 52 checked. Further, an a "MODIFY/ADD PROPERTY INFORMATION" button 61 provided on the customer detail page 60 is pressed by the agent when adding a piece of information to (or modifying) the property information on the customer whose detailed data are displayed on the customer detail page 60.